

Layout and Graphic Design

Introduction

This is a thirteen-week programme focusing on commercial layout and design practices. The student will be required to produce four pieces of sketched artwork followed by two computer-designed pieces. Given basic design guidelines, their projects will involve creating advertisements for a fictitious company and DVD/game covers. The student will be encouraged to make critical design decisions before using the computer. This will help to minimise 'creativity blocks' affording the student a definite direction while learning complex software techniques. Contemporary graphic design software shall be used (such as In-Design and Photoshop).

Aims

This module aims to enable the student to:

- Understand and execute modern layout and design practice.
- Use industry standard software and design techniques.
- Work to deadlines in the delivery of sophisticated layout and Design brief.

Learning Outcomes

On successful completion of this module, the student should be able to:

- Utilise knowledge gained to design and develop media artefacts with a high quality of layout and graphic design features.
- Conceive, create and deliver a range of layout and graphic design media products to a high standard, demonstrating a capacity for critical evaluation and professional competence.
- Competently construct and present hard-copy promotional material adaptable to multiple formats as requiring using integrated multimedia skills.

Indicative Module Content

Introduction and Computer Systems

Design Concepts in Black and White

Introducing Photoshop

Introducing Quark Xpress

Scanning Class

Creating Your Advert

Design using Colour

Photoshop Selections

Combining Photoshop images